Amendments to the Claims

Claims 1-14 (Cancelled).

Claim 15 (Original):   A method of providing agricultural marketing services comprising:

developing agricultural marketing plans for agricultural producers requiring updated marketing

information;

tying financial obligations of the agricultural producers to the use of the agricultural marketing

plans;

providing marketing information to the agricultural producers in order to update the agricultural

marketing plans.

Claim 16 (Original):   The method of claim 15 wherein the step of tying financial obligations is

requiring the agricultural producers to use the agricultural marketing plans in order to receive

financing.

Claim 17 (Original):   A method of creating a strategic agricultural marketing plan comprising:

eliciting information from a producer;

performing a financial assessment of the agricultural enterprise;

calculating a marketing financial risk score;

receiving a price risk from a marketing service;

calculating a level of crop insurance; and

determining pre-sell quantities.

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Claim 18 (Original): A method of providing assured income for agricultural crops comprising:

underwriting financing with a strategic marketing plan;

underwriting the strategic marketing plan with crop insurance.

Claim 19 (Original): The method of claim 18 further comprising:

updating the strategic marketing plan.

Claim 20 (New): The method of claim 17 wherein the step of calculating a marketing financial risk score includes computing a weighted average.

Claim 21 (New): The method of claim 17 wherein the weighted average includes a weighted Z-factor.

Claim 22 (New): The method of claim 20 wherein the weighted average includes a weighted marginal income rate.

Claim 23 (New): The method of claim 17 wherein the step of computing a marketing financial risk is computing a weighted average of line of credit per acre, line of credit per assured income, current ratio, ratio of working capital to total crop expense, operating expense ratio, asset turnover ratio, interest expense ratio, operating profit ratio, return on assets ratio, line of credit to net worth ratio, leverage ratio, Z factor analysis, repayment margin and marginal income role.

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Claim 24 (New):   The method of claim 17 wherein the step of calculating a level of crop insurance comprises eliciting crop production information concerning the agricultural enterprise; eliciting debt obligations of the agricultural enterprise; and selecting a crop insurance coverage level greater than the debt obligations.

Claim 25 (New):   The method of claim 17 wherein the step of calculating a level of crop insurance includes determining the level of crop insurance using a computer program comprising:

a loan amount input;

a total number of acres input;

a interest rate on a loan input;

an average future price to pre-sell input;

a probability of reaching the average future price to pre-sell input;

an expected cash basis input;

an expected fall future price input;

a probability of reaching the expected fall future price input;

an expected fall cash basis input;

a cost of a call option on pre-sold crop input;

a cost of a call on unsold crop input;

a cost of a put option on pre-sold crop input;

a cost of a put option on unsold crop input;

a LDP value on pre-sold crop input;

a minimum price for an unsold harvest input;

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a set of coverage level costs for insurance coverage inputs;

a yield based on actual production history input;

an expected spring price input;

an expected harvest price input;

an anticipated pre-sell amount of crops input;

an anticipated harvest yield input;

a county loan price input;

a displayable output for the crop insurance coverage level that provides the crop insurance

      coverage level most likely to produce the most revenue; and

a calculation component capable of receiving the inputs and performing mathematical operations

on the inputs to produce the output.

Claim 26 (New):   The method of claim 25 wherein the computer program further comprises

a type of crop input.

Claim 27 (New):   The method of claim 25 wherein the computer program further comprises

an estimated freedom to farm payment input, the calculation component receiving the estimated

freedom to farm payment input.

Claim 28 (New):   The method of claim 25 wherein the computer program further comprises

a set of underwriting on future trading allowability inputs, the calculation component receiving

the set of underwriting on future trading allowability inputs.

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